

No. 4 in a series of
B&H 100's first day covers:

ASCENSION ISLAND ISSUE SALUTES FLIGHT OF APOLLO 14

The stamp man at Benson & Hedges, as we was nicknamed by reliable sources, was sufficiently motivated over the United States philatelic neglect of Apollo 14 to search the world for proper recognition of the event.

Ascension Island, an important South Atlantic link in NASA's chain of tracking stations, has applauded Apollo 14 with an issue of fourteen stamps commemorating giant steps in man's exploration of space. The first stamp of this fully colored, rectangular issue, the halfpenny, dominates the firing of the earliest Chinese gunpowder rocket of 1157; another, the 4½ penny, depicts the 1962 Atlas flight in which an American first orbited Earth.

These two stamps flank a white envelope, canceled Ascension Island on the first day of issue. The envelope is encased by a black sky dotted with silver full silhouette disks of stars, a portion of the moon and a tracking. The cancel represents both the vastness of the challenge of space and the part played in its exploration by Ascension Island. Benson has printed the words: the exploration of space.

This commemorative first day cover, limited to a numbered edition of 6,500, is available to collectors for \$1 and the bottom panels from two packs of Benson & Hedges 100's, Regular or Manifold.

Those who receive the Apollo 14 Ascension Island first day cover and the commemorative stamps covering the historical meaning of each stamp will have the opportunity to acquire Ascension Island's entire issue of fourteen stamps, valued, by merit in a portfolio complete with historical comment.

The people at Benson & Hedges, a circular man told, are delighted that the stamp trade's faith here has not wavered. They fear only that his philatelic enthusiasm will interfere with his regular duties.

Benson & Hedges 100's

P.O. Box 1971

Bedford, IL 61412

Please send me the B&H Ascension Island first day cover commemorating Apollo 14. Here's a \$1 check or money order and the bottom panels from two packs of Benson & Hedges 100's, Regular or Manifold. Thank you.

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Offer open to persons 21 years of age or over. Offer good in U. S. only, except where prohibited, limited or void. Allow three to four weeks delivery.

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Linn's Weekly Stamp News - 3/8/71

Stamp Weekly Mag. - 3/8/71

Western Stamp Collector - 3/9/71

Nakase's Weekly Stamp Mag. - 3/5/71

Topical Time - May/June, 1971

First Days - 1971

L.A. Herald Examiner - 3/31/71

Chicago Tribune - 3/31/71

San Francisco Chronicle & Examiner - 3/31/71

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